|  |  |
| --- | --- |
| **For Release:** | **April 28, 2011 1:00PM EDT** |
|  |  |
| **Contact:** | **Thomas Plucinsky**BMW Product and Technology Communications ManagerTel. 201-307-3783Thomas.Plucinsky@bmwna.com**David J. Buchko**Advanced Powertrain & Heritage CommunicationsTel. 201-307-3709Dave.Buchko@bmwna.com |

**Pandora® Now Available for Model Year 2011 BMW Vehicles**

* **Integration of Pandora® internet radio service enabled on all
MY 2011 BMWs equipped with BMW Apps option**
* **BMW integration available with latest version of free Pandora® iPhone app**
* **BMW Drivers operate Pandora® using existing vehicle controls**

**Woodcliff Lake, NJ – April 28, 2011…** BMW of North America announced today that the free Pandora® internet radio iPhone app, the first third party app approved for the new BMW Apps feature, is now live and available for download at www.itunes.com/appstore.

Beginning today, all MY 2011 and 2012 BMW vehicles equipped with the BMW Apps option will be able to stream Pandora internet radio through the iPhone app. Once the iPhone is connected to the vehicle, the Pandora personalized radio functions are operated by the vehicle’s existing controls. The Pandoraintegration, like the BMW Connected app features, is seamless.

 Popular Pandorafeatures available to MY 2011 BMW drivers include the abilities easily access existing stations, create new stations, thumb-up or thumb-down tracks, and bookmark songs.

“The seamless integration of a highly desired service like Pandora demonstrates the enormous potential of the new BMW Apps,” said Stephan Durach, Director of the BMW Group Technology Office. “We are pleased that we are able to partner with Pandora in order to now offer this function across the BMW product range in a way that is simple to access and safer to operate.”

"We're excited that BMW is making Pandora available to customers across its full range of vehicles and that drivers will be able to tune into their personalized radio stations from the road,” said Jessica Steel, Executive Vice President of Business Development for Pandora.

Customers can download the BMW Connected iPhone app, which is also available for free from the Apple App Store.

The flexible design of BMW Apps allows unprecedented integration of smartphone functions, taking the in-car integration of iPhone, entertainment and online functions to a whole new level. BMW Apps adopts the familiar BMW display and controls to ensure that all functions can be operated comfortably, simply, safely and intuitively while minimizing driver distraction.

The iPhone is linked to the car either via USB cable or through the center armrest with an available snap-in adapter. Once connected, the phone can be stored and all functions are operated using the vehicle’s iDrive controller, steering wheel buttons and on-board monitor.

BMW Apps is available on model year 2012 and 2011 BMWs produced from March 2011 onwards for $250.00. The BMW Connected App and the Pandora app are now available for free at the Apple App Store.

**About Pandora**®
Pandora gives people music they love anytime, anywhere, through connected devices. Personalized stations launch instantly with the input of a single "seed" – a favorite artist, song or genre. The Music Genome Project®, a deeply detailed, hand-built musical taxonomy, powers Pandora's personalization using musicological "DNA" and constant listener feedback to craft personalized stations from a growing collection of hundreds of thousands of recordings. Tens of millions of people in the U.S. turn on Pandora to hear music they love. www.pandora.com.

## BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 105 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com).

# # #

**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

# # #